

FINAL REPORT

**Consumer Health Education and Promotion Project
Impact Grant
Prime Contract No. NO1-LM-1-3514; COA #13**

**St. John's Health System
Springfield, Missouri**

Submitted by:

**Anna Beth Crabtree, Principal Investigator
St. John's Health System
1235 E. Cherokee, Springfield, Missouri 65804-2263
417-820-3253 (voice), 417-820-5399 (fax)
abcrabtree@sprg.mercy.net**

**Holly Henderson, Project Coordinator
St. John's Health System
1235 E. Cherokee, Springfield, Missouri 65804-2263
417-820-2539 (voice), 417-820-8761 (fax)
hhenderson@sprg.mercy.net**

**Grant Period
September 1, 2002 – August 31, 2004**

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Supplemental Print Documents

- Van K. Smith Community Health Library brochure
- Van K. Smith Community Health Library poster
- Sample Rx for Information notepad
- St. John's Medical Library brochure
- COOLcat promotional bookmark
- Evaluation form

Supplemental Electronic Documents

- Floppy disk containing electronic copy of Final Grant Report
- CD-ROM containing copies of PowerPoint presentations

Supplemental Electronic Documents viewable via Internet

<http://www.stjohns.com/libraries/vanksmith/resourcematerials.aspx>

Promotion and Marketing Materials

- Promotional announcement for March 24, 2003 presentation at Springfield-Greene County Public Library
- Promotional announcement for April 24, 2003 presentation at Webster County Public Library
- Promotional letter to public libraries, mailed May 29, 2003
- Promotional announcement for St. John's Nurse Assistance Seminar, June 6 & 9, 2003
- Promotional letter to county health departments, mailed August 25, 2003
- Promotional announcement for Prostate Cancer Support Group Meeting, September 16, 2003
- Promotional letter to community organizations, mailed November 11, 2003
- Article published in Fall 2003 edition of *Mercy*, a publication of the Sisters of Mercy Health System
- Program schedule advertising, "Rx for Libraries" session at the Missouri Library Association Annual Conference, October 2, 2003
- Library ad created by St. John's Marketing and Customer Service Department for St. John's *Healthy People* magazine [quarterly publication]. Ad published in Winter 2003 issue.
- Article published January 6, 2004 in Springfield News-Leader titled, "User-friendly health libraries available to all."
- Promotional bookmark created by Springfield-Greene County Public Library to advertise member libraries of COOLcat

SUMMARY & INTRODUCTION

The Consumer Health Education and Promotion Project was initiated to promote the services and resources of the Van K. Smith Community Health Library (VKSCHL) to the public and thereby improve the public's access to health information. Located in Springfield, Missouri, the VKSCHL is a part of St. John's Health System and has been in existence since 1991. The focus of this project was to make contact with community groups, arrange and develop a library presentation based on the specific interests and/or requests of the groups, present a multimedia educational program, and distribute promotional literature. The goal of the presentations was to provide the community with an understanding of the VKSCHL's services, collection content, research assistance, and electronic resources. Multimedia content included, when applicable, information about MedlinePlus, PubMed, COOLcat¹, and other appropriate electronic resources.

The approved grant included funding for temporary relief staffing, mileage reimbursement, portable LCD projector, projection screen, and promotional resources. The VKSCHL is regularly staffed by one librarian and relief staffing was required in order maintain the library's services. Mileage reimbursement was requested due to the size of the target area spanning 23 counties in southwest Missouri and northwest Arkansas. In order to meet our goal of providing a multimedia presentation, a portable projector and screen were included in the funding. Additional funds were requested for promotional items if needed. Additional components of the project included staff time and a laptop computer provided by the Medical Library Services Department at St. John's Health System in Springfield, Missouri. A second laptop computer was acquired by the Department midway through the grant project.

This project successfully met its goals of education and promotion of the VKSCHL. We successfully made contact with health care providers and community organizations throughout our target region. At the completion of this project St. John's medical librarians visited 137 St. John's clinics, 48 public libraries, and 23 county health departments. 10,993 library brochures and 939 promotional posters for the VKSCHL were distributed. An additional 1,555 brochures for the St. John's Medical Library were also distributed. A total of 23 presentations were given to a variety of community organizations. The VKSCHL participated in 6 exhibit opportunities. Travel during this project took us to 23 counties and over 3,000 miles.

GEOGRAPHIC REGION/NUMBER OF COUNTIES

St. John's Health System encompasses health care facilities spanning 23 counties in southwest Missouri and northwest Arkansas. A map of this region is provided at the end of this report. This large geographic area was our target area for the project. Counties were impacted by this project in two ways. First, selected locations received a drop-in visit from St. John's medical librarians Holly Henderson and Anna Beth Crabtree. These drop-in visits and first contacts were very helpful in facilitating the scheduling of formal presentations to community groups in the county. The second type of impact was when a formal presentation was conducted.

¹ Consortium of Ozarks Libraries Catalog, found at <http://coolcat.org>, is an online catalog partnership with the Springfield-Greene County Library District. COOLcat provides public access to the collections of both St. John's Libraries.

Counties impacted by the project:

<u>Missouri</u>	<u>Arkansas</u>
Barry	Boone
Cedar	Carroll
Christian	
Crawford	
Dade	
Dallas	
Dent	
Douglas	
Greene	
Howell	
Laclede	
Lawrence	
Phelps	
Polk	
Pulaski	
Shannon	
Stone	
Taney	
Texas	
Webster	
Wright	

COLLABORATIONS/PARTNERSHIPS

Springfield-Greene County Public Library (SGCL)

Collaborations with SGCL have been on several levels. The first formal collaboration was joining COOLcat. This is a consortium catalog involving fourteen libraries in southwest Missouri. COOLcat members include eight public libraries, one academic library, and four special libraries. St. John's Medical Library and the VKSCHL are the only medical libraries in the consortium. The VKSCHL has developed a cooperative relationship with SGCL. The reference staff of SGCL frequently refer patrons to the Community Health Library staff for assistance with health-related inquiries. St. John's medical librarians have visited each library branch in the SGCL system to distribute promotional items. The VKSCHL participates in the annual Wellness Fair sponsored by SGCL. The partnership with SGCL also led to an invitation to participate in a consumer health program presented at the 2003 Missouri Library Association annual conference. The partnership with SGCL is ongoing and expected to continue.

Barry-Lawrence Regional Library

This is a two-county library system composed of 10 library branches. Contact with this library system was established in fall 2003 when they requested several programs for the public at their library branches. The VKSCHL also gave a presentation at their annual staff development

meeting. This grant project led to the formation of a cooperative relationship between the libraries. Barry-Lawrence staff regularly refers patrons and requests assistance from the VKSCHL for health-related inquiries. This partnership, while still in its beginnings, is off to a strong start and will be cultivated in the future.

TRAINING/PRESENTATIONS/OUTREACH VISITS

Presentations

Total number of sessions conducted as part of the project	23
Total number of sessions in which half or more than half of participants were from minority populations	0
Total number of participants in the project's sessions	457
Breakdown of participants by:	
Health care or service provider	232
Health sciences library staff member	0
Public/other library staff member	50
Member of general public	175

Exhibits

Total number of exhibits	6
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Outreach Visits for Distribution of Promotional Items

The majority of St. John's clinics, public libraries, and county health departments were visited twice during the grant period, once at the beginning and again at the end. The totals below provide the number of individual places and the total number of visits they received during the grant period.

Total number of St. John's clinics	137 (199 total visits)
Total number of public libraries	48 (81 total visits)
Total number of county health departments	23 (48 total visits)
Total number of Community Health Library brochures distributed	10,993
Total number of Community Health Library posters distributed	939
Total number of Medical Library brochures distributed	1,555

TRAINING/PRESENTATION SITES

1. **Cedar County CHART Meeting**, March 6, 2003 (17 participants)
This presentation occurred in El Dorado Springs, Missouri at the Cedar County Health Department. The Community Health Action Resource Team (CHART) meets monthly and is composed of representatives of the Cedar County Health Department, local agencies, and the state health department. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat. This presentation was scheduled as a result of a drop-in outreach visit to the area in early 2003.
2. **Springfield-Greene County Public Library**, March 24, 2003 (2 participants)
This presentation took place in Springfield, Missouri at the Library Center branch auditorium. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus and PubMed. This was the first presentation that highlighted the challenges of bringing in an audience. We later determined that having a ready-made audience was more beneficial to the project's goals.
3. **SMSU Child Care Seminar**, April 5, 2003 (17 participants)
This was a series of 3 presentations that took place in Springfield, Missouri on the campus of Southwest Missouri State University. Each year the Learning Connection housed in the Department of Consumer and Family Studies hosts a continuing education seminar for local child care providers. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus. Additional content was focused towards locating health information of interest to those working with young children.
4. **Ozarks Health Services Clinic Manager Meeting**, April 23, 2003 (17 participants)
This presentation took place in Rolla, Missouri at the Chamber of Commerce facility. Participants were clinic managers for St. John's Health System clinics. The multimedia presentation covered a description of both St. John's Medical Library and the Community Health Library. Additional resources briefly discussed included Ovid (Medline), MedlinePlus, and the library website. This meeting with all the clinic managers in the Rolla region replaced making individual visits. Each clinic in this region did receive an individual visit near the end of the grant period.
5. **Webster County Public Library**, April 24, 2003 (3 participants)
This presentation took place in Marshfield, Missouri in the public library's community room. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat. The low participation in this presentation again confirmed how difficult it is to attract an audience to community events.

6. **Southwest Missouri Area Nurse Educators**, May 6, 2003 (8 participants)
This presentation took place at Hammons Heart Institute in Springfield, Missouri. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat. This presentation was scheduled as a result of a drop-in outreach visit to the Webster County Health Department.
7. **St. John's Nurse Assistant Seminar**, June 6 & 9, 2003 (144 participants)
This was a series of 6 presentations over two days. These took place in Hammons Heart Institute in Springfield, Missouri and were sponsored by St. John's Department of Continuing Education. The multimedia presentation covered a description of the St. John's Health System Libraries' services and resources and a brief introduction to MedlinePlus and COOLcat. The majority of participants were St. John's Health System employees and the primary objectives were to inform them about how the resources of the libraries can aid in their professional development and the care of patients and families they serve.
8. **Greene County Health Department staff in-service training**, August 1 & 19, 2003 (16 participants)
This was a series of two presentations that occurred at the Greene County Health Department in Springfield, Missouri. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat. These presentations were scheduled as a result of presenting to the Southwest Area Nurse Educators meeting mentioned above.
9. **Prostate Cancer Support Group Meeting**, September 16, 2003 (11 participants)
This presentation occurred at St. John's Cancer Center in Springfield, Missouri. The presentation covered a description of the Community Health Library's services and resources specifically focused on the needs of prostate cancer patients and their families. Following the oral presentation, a tour was given of the library, a brief demonstration of MedlinePlus, and internet search tips.
10. **Missouri Library Association Annual Conference**, October 2, 2003 (50 participants)
This co-presentation titled, "Rx for Libraries", occurred in Springfield, Missouri at the University Plaza Convention Center. The first segment was presented by Shelley Vaughne, former consumer health librarian at the Springfield-Greene County Library. Shelley discussed the development and management of a consumer health collection, as well as how to conduct an assessment to identify a community's greatest needs and interests. Holly Henderson concluded the presentation by providing a summary of selected consumer health libraries across the state. The audience was composed primarily of public librarians. Holly encouraged audience members to locate a consumer health library in their area and utilize its specific expertise when faced with health-related requests from patrons.
11. **Ozark Area Arthritis Club**, October 21, 2003 (20 participants)

This oral presentation occurred at a restaurant in Springfield, Missouri. The presentation covered a description of the Community Health Library's services and resources specifically focused on the library's collection of arthritis materials.

12. **Cassville Public Library diabetes presentation**, November 13, 2003 (5 participants)
This presentation occurred in the public library's community room. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat with specific search examples related to diabetes. A variety of handouts were provided. This presentation was the first of many in the Barry-Lawrence library district. These presentations were scheduled as a result of a promotional letter sent to public libraries in May 2003.
13. **Marionville Public Library ADHD presentation**, November 19, 2003 (2 participants)
This presentation occurred in the small children's section of the public library. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat with specific search examples related to ADHD and Aspergers.
14. **Shell Knob Public Library diabetes presentation**, November 19, 2003 (7 participants)
This presentation occurred in the public library's community room. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat with specific search examples related to diabetes. A variety of handouts were provided.
15. **Aurora Public Library diabetes presentation**, November 21, 2003 (3 participants)
This presentation occurred in the public library's community room. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat with specific search examples related to diabetes. A variety of handouts were provided.
16. **Douglas County Interagency Meeting**, December 18, 2003 (13 participants)
This oral presentation occurred in the Douglas County Health Department's conference room. The participants were a mixture of health department employees, community organizations, and public school employees. The presentation covered a description of the Community Health Library's services and resources. Professional development support and patient education resources were specifically highlighted. Initially this presentation was planned to utilize multimedia, but the room size and set-up did not allow for this. The presentation was scheduled as a result of a promotional letter mailed to county health departments in August 2003.
17. **Barry-Lawrence County Public Library System**, December 19, 2003 (23 participants)
The audience was composed of the library district's employees and the presentation occurred in the community room of the Monett Public Library. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat. The audience

was encouraged to call upon the community health library for assistance in providing health information to their local patrons.

18. **Parkinson's Support Group**, January 8, 2004 (20 participants)

This oral presentation occurred at the St. John's Cancer Center in Springfield, Missouri. The presentation covered a description of the Community Health Library's services and resources with special emphasis on Parkinson's. This presentation was requested by the support group coordinator.

19. **Parkinson's Support Group**, January 25, 2004 (8 participants)

This oral presentation occurred at Cox North Hospital in Springfield, Missouri. The presentation covered a description of the Community Health Library's services and resources with special emphasis on Parkinson's. This presentation was scheduled as a result of the January 8, 2004 presentation to another Parkinson's support group.

20. **Sunset Church of Christ Cancer Support Group**, April 27, 2004 (12 participants)

This multimedia presentation occurred at a local church in Springfield, Missouri. The multimedia presentation covered a description of the Community Health Library's services and resources and a brief introduction to MedlinePlus, PubMed, and COOLcat with specific search examples related to cancer. A variety of handouts were provided.

21. **Polk County Health Department**, May 14, 2004 (17 participants)

This oral presentation to the health department staff occurred in the Polk County Health Department in Bolivar, Missouri. The presentation covered a description of the Community Health Library's services and resources. Professional development support and patient education resources were specifically highlighted.

22. **New Hope Gynecological Cancers Support Group**, May 20, 2004 (17 participants)

This multimedia presentation occurred at the group's monthly meeting at a branch of the Springfield-Greene County Library. This group specifically requested a presentation on locating health information on the Internet. In addition to information about the library's services and resources and MedlinePlus, this presentation discussed how to evaluate websites, examples of both good and bad websites, and how to use Internet search engines. A variety of handouts were provided.

23. **Cassville, Missouri Senior Center**, July 12, 2004 (25 participants)

This oral presentation occurred in Cassville, Missouri during the Center's lunchtime. The presentation covered a description of the Community Health Library's services and resources. A variety of handouts were provided. This presentation was scheduled as a result of a drop-in visit.

OUTREACH VISITS

1. **Missouri cities: Ozark, Nixa, Republic, Willard, Ash Grove, Strafford, and Springfield**

October 28, 2002

Communities visited	7
St. John's Clinics visited	8
Public libraries visited	5
County Health Departments visited	1
Community Health Library brochures distributed	405
Community Health Library posters distributed	43
Rx for Information Note Pads ²	56
Medical Library brochures distributed	56

2. **Missouri cities: Mount Vernon, Aurora, Monett, and Cassville**

October 30, 2002

Communities visited	4
St. John's Clinics visited	6
Public libraries visited	4
County Health Departments visited	3
Community Health Library brochures distributed	307
Community Health Library posters distributed	43
Rx for Information Note Pads	46
Medical Library brochures distributed	41

3. **Missouri cities: Marshfield, Lebanon, and Buffalo**

November 18, 2002

Communities visited	3
St. John's Clinics visited	6
Public libraries visited	4
County Health Departments visited	9
Community Health Library brochures distributed	355
Community Health Library posters distributed	33
Rx for Information Note Pads	51
Medical Library brochures distributed	46

4. **Missouri cities: Forsyth, Hollister, Branson, and Branson West**

November 22, 2002

Communities visited	4
St. John's Clinics visited	7
Public libraries visited	2
County Health Departments visited	2

² Rx for Information Note Pads were developed to distribute to physician offices. They provide space on one side for a health care provider to write down terms or a diagnosis and the reverse side provides a map to the VKSCHL and contact information. These were not found to be heavily used and were not distributed after original quantities had been depleted.

Community Health Library brochures distributed	220
Community Health Library posters distributed	19
Rx for Information Note Pads	44
Medical Library brochures distributed	21

5. **Missouri cities: Bolivar, El Dorado Springs, Stockton, Greenfield, and Lockwood**

February 12, 2003

Communities visited	5
St. John's Clinics visited	2
Public libraries visited	5
County Health Departments visited	3
Community Health Library brochures distributed	230
Community Health Library posters distributed	7
Rx for Information Note Pads	12
Medical Library brochures distributed	13

6. **Missouri cities: Rogersville, Seymour, Ava, Mansfield, Mountain Grove, Houston, Willow Springs, Mountain View, and West Plains**

March 13-14, 2003

Communities visited	9
St. John's Clinics visited	8
Public libraries visited	8
County Health Departments visited	3
Community Health Library brochures distributed	705
Community Health Library posters distributed	30
Rx for Information Note Pads	84
Medical Library brochures distributed	52

7. **Missouri cities: Richland, Crocker, Waynesville, and Rolla**

April 23, 2003

Communities visited	4
St. John's Clinics visited ³	20
Public libraries visited	4
County Health Departments visited	2
Community Health Library brochures distributed	630
Community Health Library posters distributed	94
Rx for Information Note Pads	96
Medical Library brochures distributed	72

8. **Arkansas cities: Harrison, Green Forest, Berryville, and Holiday Island**

July 1-2, 2003

Communities visited	4
St. John's Clinics visited	6

³ Outreach visits on this day were done in conjunction with a presentation to the Ozarks Health Services Clinic Manager Meeting. While only one clinic was physically visited, promotional items were distributed to managers of 19 additional clinics.

Public libraries visited	3
County Health Departments visited	2
Community Health Library brochures distributed	550
Community Health Library posters distributed	42
Rx for Information Note Pads	49
Medical Library brochures distributed	51
9. Missouri cities: Springfield, Ozark, Nixa, Willard, Ash Grove, and Strafford	
April 26, 2004	
Communities visited	6
St. John's Clinics visited	13
Public libraries visited	6
County Health Departments visited	1
Community Health Library brochures distributed	780
Community Health Library posters distributed	68
Medical Library brochures distributed	112
10. Missouri cities: Marshfield, Lebanon, Buffalo, Fair Grove, and Springfield	
May 3, 2004	
Communities visited	4
St. John's Clinics visited	10
Public libraries visited	5
County Health Departments visited	4
Community Health Library brochures distributed	860
Community Health Library posters distributed	38
Medical Library brochures distributed	104
11. Missouri cities: Bolivar, Humansville, El Dorado Springs, Stockton, Greenfield, Lockwood, Miller, and Mount Vernon	
May 4, 2004	
Communities visited	8
St. John's Clinics visited	4
Public libraries visited	8
County Health Departments visited	4
Community Health Library brochures distributed	690
Community Health Library posters distributed	34
Medical Library brochures distributed	37
12. Missouri cities: Republic, Marionville, Aurora, Monett, Purdy, Cassville, and Shell Knob	
June 17, 2004	
Communities visited	7
St. John's Clinics visited	7
Public libraries visited	7
County Health Departments visited	2
Community Health Library brochures distributed	760

Community Health Library posters distributed	67
Medical Library brochures distributed	92

13. Missouri cities: Richland, Waynesville, Saint Robert, Rolla, St. James, Cuba, Steelville, and Salem

June 21-22, 2004

Communities visited	8
St. John's Clinics visited	17
Public libraries visited	6
County Health Departments visited	3
Community Health Library brochures distributed	900
Community Health Library posters distributed	119
Medical Library brochures distributed	123

**14. Missouri cities: Forsyth, Hollister, Branson, and Branson West
Arkansas cities: Harrison, Green Forest, Berryville, and Holiday Island**

July 6-7, 2004

Communities visited	8
St. John's Clinics visited	17
Public libraries visited	5
County Health Departments visited	4
Community Health Library brochures distributed	900
Community Health Library posters distributed	98
Medical Library brochures distributed	170

15. St. John's Main Campus Clinics-Springfield

July 19-31, 2004

Communities visited	1
St. John's Clinics visited	57
Community Health Library brochures distributed	1,781
Community Health Library posters distributed	140
Medical Library brochures distributed	495

16. Missouri cities: Rogersville, Seymour, Ava, Mansfield, Hartville, Mountain Grove, Houston, Willow Springs, Mountain View, Summersville, Eminence, Winona, and Birch Tree

July 29-30

Communities visited	13
St. John's Clinics visited	11
Public libraries visited	9
County Health Departments visited	5
Community Health Library brochures distributed	920
Community Health Library posters distributed	64
Medical Library brochures distributed	70

EXHIBITS

1. **3rd annual Ozarks Wellness Fair**

February 15, 2003

The Library Center, Springfield, Missouri, a branch of the Springfield-Greene County Library District

Number of attendees = 2,500 library visitors

No demonstrations given

The Community Health Library has exhibited annually at this wellness fair. This year's was particularly good for the library primarily due to the exhibit location being near a local clinic that was providing health screenings. The screenings were a good draw and resulted in lots of traffic by the library's exhibit.

2. **BabyExpo**

September 6, 2003

Springfield, Missouri

Number of attendees = several hundred

No demonstrations given

This is an annual exhibit event sponsored by St. John's Health System at a local shopping mall. This event targets parents and parents-to-be with exhibits from a variety of St. John's and community services. The library's exhibit highlighted books, videos, and pamphlets about conception, pregnancy, and infant care.

3. **Learning Disabilities Association of Missouri Fall Conference**

October 3, 2003

Branson, Missouri

Number of attendees = 200 registered [estimate]

No demonstrations given

This exhibit event, at a local conference hotel, did not receive a great amount of interest from conference participants. Many of the exhibitors were disappointed by lack of interest and lack of visitors to the exhibits hall.

4. **4th annual Ozarks Wellness Fair**

February 14, 2004

The Library Center, Springfield, Missouri, a branch of the Springfield-Greene County Library District

Number of attendees = 2,000 library visitors

No demonstrations given

The Community Health Library has exhibited annually at this wellness fair. This year's event, while not quite as good as last year's, was still very beneficial for the Community

Health Library. The library's exhibit was in the main entrance hallway and received a good number of visitors.

5. Learning Disabilities Association of the Ozarks Reading Fair

June 5, 2004

The Library Station, Springfield, Missouri, a branch of the Springfield-Greene County Library District

Number of attendees = 50-75 [estimate]

No demonstrations given

This event was the smallest of the exhibits the Community Health Library participated in during the grant. The local Learning Disabilities Association held a reading fair at one public library branch during the kick-off day for the public library's summer reading program. While very small, there was good interest from visitors throughout the afternoon.

6. Second Baptist Church Senior Adult Health Fair

June 12, 2004

Springfield, Missouri

Number of attendees = 350

No demonstrations given

This was a very successful first attempt by a local church to hold a health fair. This event is by far the most successful and positive event the Community Health Library has participated in. A variety of health screenings and food options were good draws for a crowd. Many visitors spent the entire afternoon roaming the displays. I interacted with the same person on more than one occasion.

RESOURCE MATERIALS

Promotion and Marketing Materials

1. Promotional announcement for March 24, 2003 presentation at Springfield-Greene County Public Library
2. Promotional announcement for April 24, 2003 presentation at Webster County Public Library
3. Promotional letter to public libraries, mailed May 29, 2003
4. Promotional announcement for St. John's Nurse Assistance Seminar, June 6 & 9, 2003
5. Promotional letter to county health departments, mailed August 25, 2003
6. Promotional announcement for Prostate Cancer Support Group Meeting, September 16, 2003
7. Promotional letter to community organizations, mailed November 11, 2003
8. Article published in Fall 2003 edition of *Mercy*, a publication of the Sisters of Mercy Health System

9. Program schedule advertising, “Rx for Libraries” session at the Missouri Library Association Annual Conference, October 2, 2003
10. Library ad created by St. John’s Marketing and Customer Service Department for St. John’s *Healthy People* magazine [quarterly publication]. Ad published in Winter 2003 issue.
11. Article published January 6, 2004 in Springfield News-Leader titled, “User-friendly health libraries available to all.”
12. Promotional bookmark created by Springfield-Greene County Public Library to advertise member libraries of COOLcat

Promotion and Marketing Materials can be viewed from the following webpage,

<http://www.stjohns.com/libraries/vanksmith/resourcematerials.aspx>

PowerPoint presentations were regularly used during presentations. Each presentation was customized according the subject content covered. Copies of PowerPoint presentations are included on a CD-ROM.

A MedlinePlus CD-ROM with QuickTime movie was also utilized in some presentations to promote the MedlinePlus website.

WEB SITES

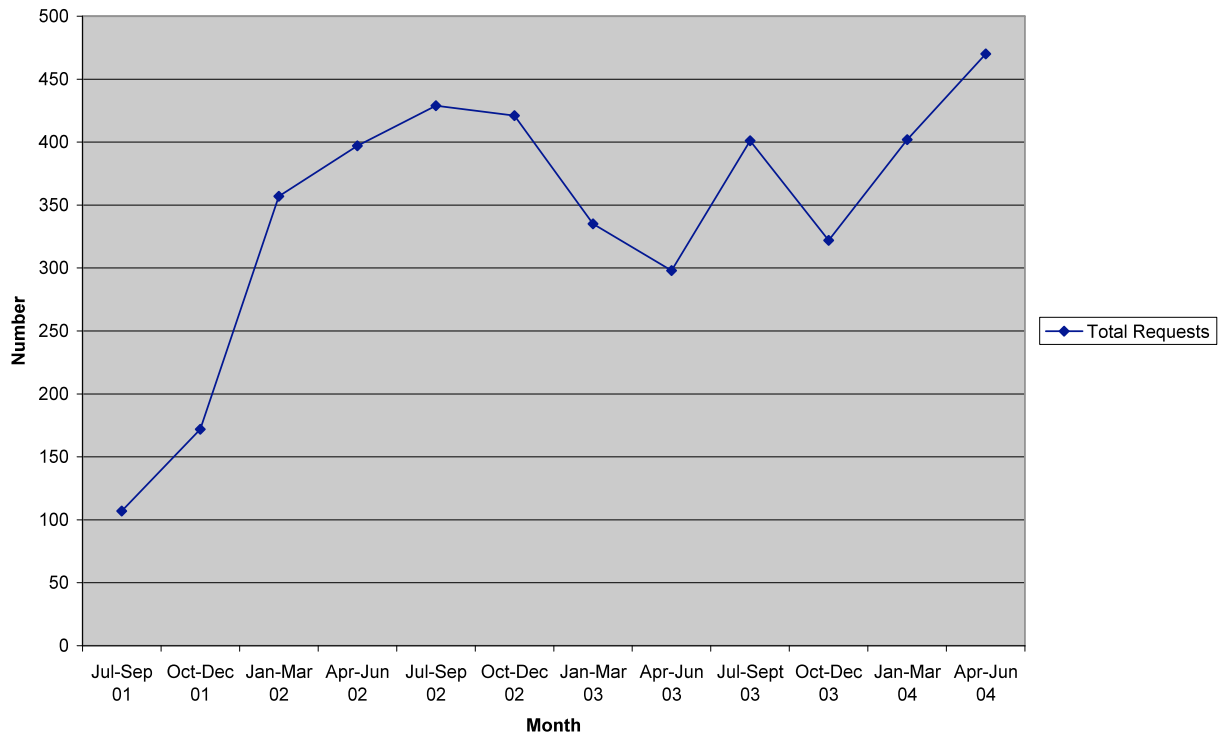
All presentation materials utilized are posted on the following webpage,

<http://www.stjohns.com/libraries/vanksmith/resourcematerials.aspx>

DOCUMENT DELIVERY AND REFERENCE SERVICES

Document delivery and reference services were not a specific component of this grant project. Reference services are regularly provided by the library. Below are reference statistics for a period before the grant began (July 2001-August 2002) and during (September 2002-June 2004). Overall, there has been an increase in requests for reference services from the public.

Reference Statistics July 2001 - June 2004



APPROACHES AND INTERVENTIONS USED

Identifying and scheduling sessions

We identified our target area based on the St. John's Health System service area which encompasses a 23 county region in southwest Missouri and northwest Arkansas. Our first goal during this grant project was to visit each St. John's clinic, public library, and county health department in this 23 county region. These were unannounced drop-in visits. During these visits we attempted to make contact with an administrator to briefly introduce the Community Health Library, and St. John's Medical Library if appropriate, and distribute promotional literature. These visits were excellent opportunities to make initial contact with organizations and sometimes led to the opportunity to conduct a formal presentation for staff or the public. Formal presentations that were scheduled as a result of these drop-in visits include:

- Cedar County CHART Meeting
- Webster County Public Library
- Southwest Missouri Area Nurse Educators
- Greene County Health Department [as a result of presentation at Southwest Missouri Area Nurse Educators meeting]
- Cassville Senior Center

After initial drop-in visits were made, a series of follow-up letters were sent to public libraries, health departments, and community organizations. Formal presentations that were scheduled as a result of these efforts include:

- Cassville Public Library Diabetes Presentation
- Marionville Public Library ADHD Presentation
- Shell Knob Public Library Diabetes Presentation
- Aurora Public Library Diabetes Presentation
- Douglas County Interagency Meeting
- Barry-Lawrence County Public Library System Meeting

The remaining presentation opportunities were from a variety of sources. Each quarter there would be some worry about where more presentation opportunities would come from, but more always seemed to appear. Hopefully, these results were our outreach efforts paying off. More people seemed to be making recommendations and referrals to the Community Health Library.

Promotion/Marketing

Promotion and marketing of presentations was often not necessary. The majority of presentations were part of an already scheduled meeting and the library's presentation was an item on the agenda or the focus of a particular meeting. We had the greatest attendance success with these types of situations.

We did attempt presentations open to the public in which we had to draw in an audience. Our first was at the Springfield-Greene County Public Library. This presentation was moderately advertised by the public library and moderately advertised within the VKSCHL. Turnout was disappointing, but emphasized how difficult it would be to draw in an audience. Our second attempt at a public presentation took place at the Webster County Public Library. Both the public library staff and the VKSCHL staff worked hard to publicize the event locally. Attendance was still disappointing. Months later, public presentations were given at several branches of the Barry-Lawrence Public Library System. Publicity for these presentations was handled entirely by the public library staff and involved flyers and advertisements in local newspapers. Turnout was relatively good for these presentations, especially considering the small size of the communities.⁴

Training

The training aspect of this impact grant were formal presentations which strived to educate an audience about the services and resources of the VKSCHL, as well as about resources such as MedlinePlus, PubMed, and COOLcat. Presentation content was very fluid and based on the interests and needs of each group. The majority of presentations were about the VKSCHL's services and resources in general. However, some presentations focused on a particular subject, such as diabetes, gynecological cancers, Parkinson's, or locating quality information on the Internet. Many presentations were multimedia in nature utilizing PowerPoint and live Internet access. Others were low-tech with the librarian simply presenting information orally before a

⁴ Cassville population 2,909; Marionville population 2,047; Shell Knob population 1,353; Aurora population 6,854

group of people. The time allotted for a presentation and the size and set-up of the presentation room were factors in determining what kind of presentation was given. On one occasion, the librarian arrived at a location prepared to be high-tech and then had to change plans due to the set-up of the room.

Personnel/Staffing

A key part of this grant request was funding for temporary relief staffing. The VKSCHL is primarily a one-person library and a temporary staff person was needed in order to maintain library service to the community while the regular librarian was out conducting presentations and outreach visits. We were fortunate to have a library volunteer, who was a retired medical librarian, available to fill our need. Her prior library training and flexible schedule were an ideal fit for the temporary staffing we needed. Initially we did not anticipate being able to hire a temporary staff member with extensive library experience, but we were fortunate in the end. Ileen Kendall has been a key component to the success of this impact grant.

Website Development

Website development was not a component of this impact grant. Some print resources that were developed to hand out during presentations are posted on the library's website. These web resources are listed on following webpage.

<http://www.stjohns.com/libraries/vanksmith/resourcematerials.aspx>

EVALUATION

The project was evaluated on two levels. A formal evaluation was developed to distribute after presentations to gain information about who was attending the presentations and their overall impression of the presentation. More subjectively we evaluated our progress based on the number and type of outreach opportunities we were able to create each quarter. We also had a goal of visiting all St. John's clinics, public libraries, and county health departments in our target area. A copy of the evaluation distributed to participants is included with the print copy of this report. An electronic version can be found at the following web address.

<http://www.stjohns.com/libraries/vanksmith/pdfs/evaluation.pdf>

At first, the goal was to distribute an evaluation form at the conclusion of all presentations. However, as the presentations began to take on varying characteristics, this was not achieved. Sixteen presentations utilized a multimedia component and participants in these presentations were all asked to complete an evaluation form. Evaluation forms were not distributed at the remaining presentations simply due to the fact that the presentation was short (on average fifteen minutes) and the short duration did not allow for enough content to be evaluated. These presentations allowed us to talk about the library's services and resources and hand-out promotional materials, but little else. It was not felt that there was enough content to warrant an evaluation form.

One segment of the evaluation data has been determined to be invalid. Participants were asked to rank presentation topics in the order of their helpfulness on a scale of one to six, one being the most helpful and six being the least helpful. Very few participants followed the instructions as we intended. Responses ranged from not completing the question to placing ones for all topics that were helpful. This was a poorly worded evaluation question for our audiences.

Brief Summary of Evaluation Statistics

Total Evaluations Received = 268

- The majority of participants were between the ages of 19-44 years.
- Nearly 67% have access to the Internet from a home computer. This number was a pleasant surprise considering that many of the populations in our target region are in rural areas.
- Nearly 65% primarily access the Internet from their home computer.
- Results were virtually tied when asked how often they use the Internet to locate health information; 22% each stated never, quarterly, and monthly.
- 66% did not know about the VKSCHL prior to the presentation.
- 88% had never utilized the services of the VKSCHL.
- 92% stated that they would use the VKSCHL in the future.

Evaluation Statistics

Total Evaluations Tallied 268

Age		%
0-18 years	1	0.4%
19-44 years	142	53.0%
45-64 years	110	41.0%
65 years and above	15	5.6%
Do you have a computer with internet access at home?		%
Yes	179	66.8%
No	88	32.8%
Where do you access the internet?		%
Home	174	64.9%
Work	112	41.8%
Library	63	23.5%
School/University	33	12.3%
Other	22	8.2%
Don't use the internet	28	10.4%

How often do you use the internet to locate health information?		
Daily	33	12.3%
Weekly	52	19.4%
Monthly	60	22.4%
Quarterly	59	22.0%
Never	59	22.0%
Prior to today, did you know about St. John's Community Health Library?		
Yes	92	34.3%
No	176	65.7%
If you already knew about the Community Health Library before today, how did you learn about it?		
Brochure/poster/advertisement	26	9.7%
Health professional (doctor/nurse)	22	8.2%
Friend/family member	9	3.4%
Browse/walk-in	6	2.2%
Referral from another library	3	1.1%
Other	31	11.6%
Never knew about it until today	163	60.8%
Have you ever used the resources or services of St. John's Community Health Library?		
Yes	29	10.8%
No	237	88.4%
Will you use St. John's Community Health Library in the future?		
Yes	246	91.8%
No	7	2.6%

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Disagree	No Comment
The presentation met my expectations	226 (84.3%)	35 (13.0%)	2 (0.7%)		
The teaching materials was well organized	245 (91.4%)	20 (7.4%)	1 (0.4%)		
The teaching methods were effective	245 (91.4%)	21 (7.8%)			
The presenter demonstrated knowledge and expertise about the topic	251 (93.6%)	12 (4.4%)			
My understanding of consumer health information sources was enhanced...	222 (82.8%)	20 (7.4%)	1 (0.4%)		
I will be able to use the information presented in my professional...	233 (86.9%)	31 (11.5%)	1 (0.4%)		1 (0.4%)

Ranking	1	2	3	4	5	6
Library website	RESULTS INVALID					
Coolcat						
MedlinePlus						
PubMed						
Gale						
Handouts						

Would you recommend this presentation to a friend...		%
Yes	234	87.3%
No	2	0.7%

PROBLEMS/BARRIERS ENCOUNTERED

Promotion/Marketing

Promotion and marketing for programs held at public libraries did prove to be a challenge. Our first public library program was at the Springfield-Greene County Library. This program was advertised in their bi-monthly newsletter of events, was mentioned in the public library's weekly column in the local newspaper, and advertised in the VKSCHL, but little promotion was done beyond that. Two people attended this program.

The second public library program was scheduled in Marshfield, Missouri at the Webster County Public Library. After poor attendance at our first program, we attempted to promote our second public library program via both public announcements and targeted mailings. Flyers advertising the event were created and copies sent to the Webster County Library Director. The Director distributed flyers throughout the community (Wal-Mart, grocery stores, health department). The

librarian at the VKSCHL also mailed flyers to churches and schools in Marshfield, Missouri. Despite more publicity, only 3 people attended the program.

After these two disappointing turnouts at public library programs, we shifted our focus from creating audiences to reaching out to “ready-made” audiences. Attendance at a monthly support group meeting or a quarterly health department staff meeting was much more reliable than trying to bring in an audience.

Another problem we encountered was gaining access to local pharmacies for promotion and marketing of the VKSCHL. During our first outreach visits we visited some local pharmacies. A few were accommodating and agreed to take brochures and posters. However, chain pharmacies like Walgreen’s were hesitant. Their corporate culture required them to get approval of our promotional information from corporate headquarters. This barrier kept us from actively visiting pharmacies, although we did distribute information to local pharmacies in several communities throughout the project.

Training

The presentations went very smoothly. They ranged from multimedia interactive internet presentations to speaking before a group of people for 10-15 minutes. PowerPoint slides and handouts were very useful. On only one occasion did the librarian arrive prepared to do a formal multimedia presentation only to discover the room size and set-up would not allow for this type of presentation. Flexibility was required and experience made the transition to a different style of presentation very easy.

Equipment/Telecommunications

There were no problems with equipment or telecommunications. The projector and screen purchased with the grant funding proved to be very reliable and easy to use in a variety of situations. St. John’s Health System Information Systems Department was helpful in providing us with access to the Health System’s network remotely. On several occasions Internet access was already available at presentation sites.

Personnel/Staffing

There were also no problems with our temporary relief staffing. Ileen Kendall, a seasoned and recently retired medical librarian, was very flexible with our scheduling needs. We often changed plans due to weather conditions and other unexpected priorities that prevented a presentation or outreach trip from taking place on the originally scheduled date. There were some occasions when Ms. Kendall was not available to cover the VKSCHL while the librarian was away. Staff from the St. John’s Medical Library were often available to fill in during these times.

Website Development

Website development was not a key component of this impact grant.

CONTINUATION PLANS

Promotion of the Van K. Smith Community Health Library will be an ongoing goal. This grant project has given us the resources to focus and make great strides in promoting the VKSCHL. The equipment purchased by the grant will be beneficial in the future to provide quality presentations and outreach in area communities. Future education and promotion activities will be incorporated into the daily functioning of the VKSCHL with support from the Medical Library Services Department and St. John's Health System. Ideas for the future include:

- Drop-in visits to local chapters of national health organizations such as the Alzheimer's Association and the American Lung Association to distribute promotional items.
- Targeted mailings with follow-up phone calls to health-related organizations are planned to strengthen partnerships in our community and increase opportunities for sharing consumer health information.
- Contacting public libraries by phone to determine interest in having a health information program scheduled for their public. As a result of the grant presentations, the VKSCHL now has several library programs on various health topics to offer to public libraries for programming possibilities.
- Plans for 2004-2005 include focusing library promotions towards St. John's nursing personnel. We hope to increase patient referrals to the VKSCHL by nurses and also to better inform nurses about patient education resources available through MedlinePlus and other electronic resources.
- Conducting a follow-up survey with organizations that received a presentation during the grant to determine how it affected their services.
- Compose an article for submission and publication in the Journal of the Medical Library Association based on our experiences and knowledge gained during the grant.

IMPACT

The perceived impact of this project is very positive. We are assured that all St. John's clinics, public libraries, and county health departments within our target region have received promotional literature about the VKSCHL. Requests for information and reference assistance have been steadily increasing during the grant project. The table below also shows that inquiries received by phone and requests fulfilled through the mail have increased as well. These two services have been highly promoted to those outside the Springfield area. The library provides a toll-free phone number and information can be mailed to those outside of Springfield free of charge. These are incentives to those who cannot make a trip to the library to still feel comfortable requesting assistance from the VKSCHL. The statistics below are based on a fiscal year, July-June.

	2001/02	2002/03	2003/04
Total Reference Inquiries	1033	1483	1595
Reference Inquiries Received by Phone	219	563	625
Percentage	21%	38%	39%
Reference Request fulfilled by mail, fax, e-mail	74*	202	244
Out-of-State Reference Inquiries	8	19	24

*data tracked since Dec. 2001, therefore incomplete for the 2001/02 period

Circulation of library materials has been increasing each year as well. This most recent period showed a dramatic increase in book and video check-out.

	2001/02	2002/03	2003/04
Audiocassettes	see figure for videos	30	36
Books	545	646	845
Models	n/a	8	13
Posters	n/a	3	4
Videos	391*	321	690

*figure includes both audiocassettes and videos

Beginning in July of 2003 the library began keeping track of where information was being mailed to, most often in response to phone requests. Not surprisingly, most of the communities people are calling from are places we have visited during outreach visits and/or where we have conducted presentations. People living in 35 different communities have received health information from the VKSCHL since July 2003. Communities outside of Springfield receiving the most information are:

1. Ozark, Missouri (12)
2. Marshfield, Missouri (6)
3. Ava, Missouri (5)
4. Willow Springs, Missouri (5)
5. Marionville, Missouri (4)
6. Cassville (3)

7. Harrison, Arkansas (3)
8. Lebanon (3)
9. Nixa (3)
10. Shell Knob (3)

All of these communities have received promotional information during outreach visits to St. John's clinics, public libraries, and health departments. Some communities like Ozark, Cassville, Marshfield, Ava, Lebanon, Nixa, and Shell Knob have St. John's clinics and public libraries in their communities that both received promotional information about the VKSCHL. Other communities like Marionville only received information at the local public library. The communities of Marshfield, Ava, Marionville, Cassville, and Shell Knob were all recipients of presentations supported by the impact grant. This is a likely explanation for why information requests are coming to the library from these communities. Local public librarians, St. John's clinic employees, and health department staff are now aware of the VKSCHL's services and resources and are directing people to us for health information.

RECOMMENDATIONS FOR IMPROVEMENT AND THOSE CONSIDERING SIMILAR PROJECTS

Overall, our original plan of action worked very well for us. Our first focus during the grant was to target St. John's clinics, public libraries, and health departments. These groups were really all we could manage during the grant period and provided us with plenty of contacts for scheduling presentations. We listed many more target groups in our original proposal that have not yet been contacted. These groups will be the focus of future outreach and promotion efforts.

The unannounced drop-in visits were very successful and reinforced the power of making personal contact with individuals and sharing information face-to-face. In a time when e-mail and print junk mail are overwhelming, personal contact is very valuable and provides instant knowledge that your message was received and not discarded. Although making personal contacts can take up a great deal of time, it is well worth the effort. We recommend those interested in outreach and promotion to make the time to get out of the library and visit with your potential customers face-to-face.

One recommendation for improvement resides not in the details of our grant project but with the reporting process. This Impact Grant required a quarterly report to be submitted, presumably to monitor project progress and utilization of funding. We regularly submitted our quarterly grant reports, taking great care to thoughtfully report our progress, successes, and problems. However, no suggestions or substantive feedback was received after our reports were submitted. Some feedback, even on an annual basis, would be helpful to those undertaking grant projects. Feedback could be especially critical in an environment where only one person is working on a grant. Since our project involved several participants, we regularly "self-evaluated" our grant activities. We also reported grant activities to our

Medical Library Advisory Council each quarter and discussed any issues we thought merited additional input from Council members.

RESPONSES TO FOLLOW-UP QUESTIONS

1. Were your original project goal and objectives met?
If not, why not?
 - *See page 3, summary and introduction section*
2. What significant lessons were learned which would be of interest or use to others conducting outreach projects?
 - *Difficulties in promoting public presentations- see page 22, promotion/marketing section*

Which strategies were the most effective in implementing the project?

 - *Face-to-face drop-in visits- see page 26, recommendations for improvement section.*
 - *Developing a strong plan of action that involved both optimistic and achievable goals. Thoroughly thinking through what we would need to be successful in our plan and requesting funding for a temporary staff member, equipment, and mileage reimbursement.*
 - *Grant staff regularly stopped to review and manage the progress of the project. Sometimes, the project timeline had to be adjusted due to weather, staffing or commitments to other projects but, accomplishment of grant-related activities always remained a high priority.*
 - *For our institution, with 3.9 FTE staffing two libraries, it was critical for the grant to help us fund relief staffing for outreach. We are fortunate to have a recently retired medical librarian who demonstrated both flexibility and willingness to fill in as our relief librarian when Holly Henderson was traveling and/or giving consumer health presentations.*
3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?
 - *See page 26, recommendations for improvement section*
4. What advice or recommendations would you give to anyone considering a similar outreach effort?
 - *See page 26, recommendations for improvement section*